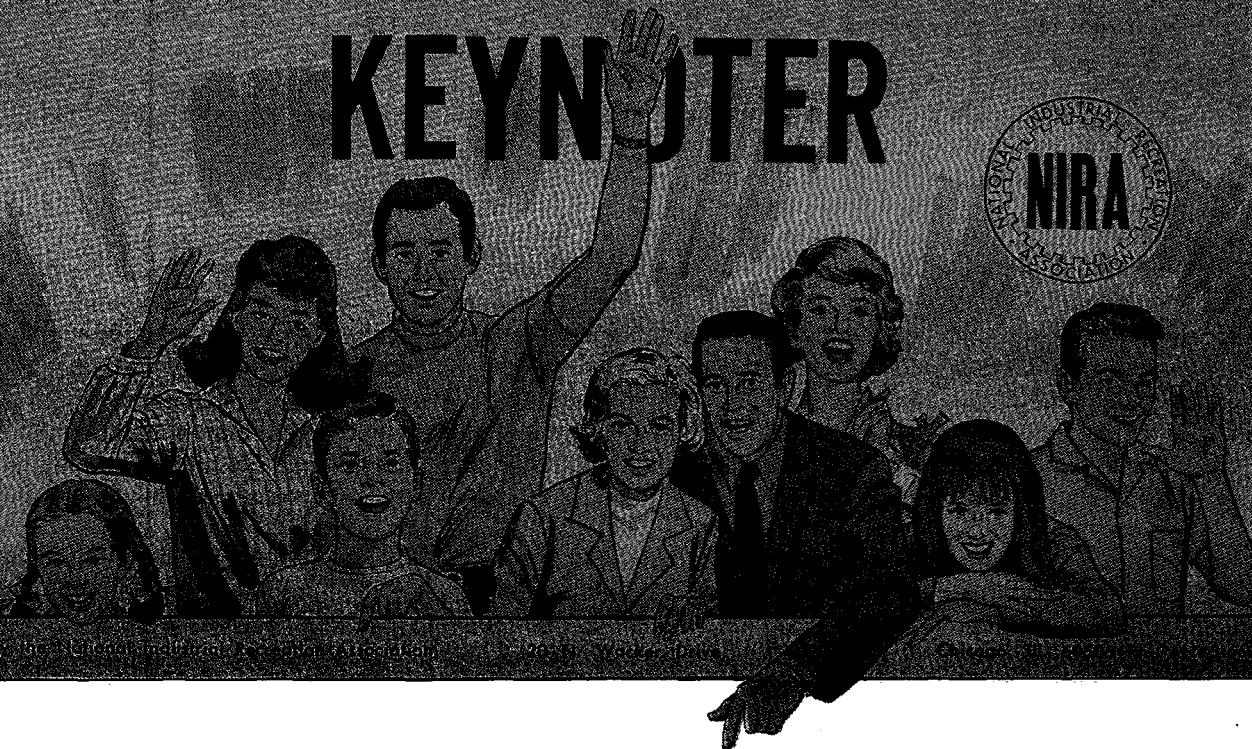
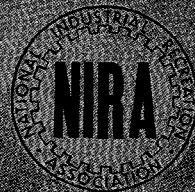


# KEYNOTER



April, 1973

Volume 3, No. 2

## NEW FITNESS PROGRAM

A new program is being introduced by the President's Council on physical fitness. Men and women, eighteen years and up, are eligible for a Presidential Sports Award, including a certificate signed by the President simply by participating regularly in their favorite sports. The object of the new program is to get more adults to become active participants in sports rather than a spectators role. An example: play a minimum of fifty hours of tennis; no more than one and one half hours in any day and at least 25 sets of singles and/or doubles. Thirty-one different sports are listed. Forty-five major sports governing bodies and coaches associations make up the President's Council for Physical Fitness.

## WOMEN'S LIB

Girls are demanding and getting more voice in the so-called all men's athletic programming. They are getting a big assist from enforcement of state and federal laws against discrimination. College and municipal recreation have been challenged and have conceded to giving gals the right to compete for spots on any and all varsity teams. Industrial recreation directors may be wise to review their programs and especially their budgets for employee recreation as to what is spent for women vs. men. Counting the girls' share of the program on a spectator basis won't "fool Mother Nature and it's not nice to fool her."

## NO EASY WAY TO REDUCE

Self-discipline is the first requirement - diet, exercise and common sense are the other ingredients. Wrap-around body wraps, girth-reducing devices, pills and inflated sweat suits, or miracle crystals in the tub are pure nonsense. The fact is that some of the claims being made border on medical quackery. About the quickest way we know to reduce is to stop eating and drinking - but it's also the quickest way to meet your favorite mortician.

RECREATION  
PICTURE

Recreation covers a wide spectrum of interests. The most actively supported interests are those that include one or more of the five common denominators of recreation in this order:

1. Eating - people socialize while eating.
2. Observing - people are entertained by seeing and reading.
3. Vocalizing - conversation, singing, acting, meetings.
4. Simple movements - walking, swimming, dancing.
5. Semi-skilled Action - games, sports, crafts.

We have noticed the differences in participation and interest when the more important common denominators have been ignored.

OPEN PLAY  
TIME

Open play time pertains to sports such as golf, bowling, etc. events which can be programmed outside of league or team play. A great number of employees can be overlooked in sports only because they cannot sign up for scheduled, week-by-week activity without interfering with their jobs or outside commitments. Hole-in-one contest, Scotch fore-somes, golf tournament, Ma & Pa Bowling Night, Boss-Secretary Bowling - all one day sports events which are a few ideas that can be offered.

EASTER  
BUNNY

The old fashioned children's Easter Egg Hunt remains a popular activity in industry; however, like the Children's Christmas Party, there are some ground rules important to remember.

1. Keep the party time down - never exceed two hours.
2. Keep the action going - color, music, noise, conversation, movement.
3. Remember the party is for children which adults can't always appreciate. Select children-interest entertainment; but cartoons are over played - run and re-run.
4. Divide the children in age groups.

It is difficult for children to understand games of chance or luck. It's much better that every child win a golden egg to take home. Children's imagination is terrific, the committeeman in the Peter Rabbit suit is really a rabbit, not a man, and Peter Rabbit better understand that he could frighten the children.

THE GOLDEN  
EMBLEM CLUB

The Golden Emblem Club of O-I (retired employees) has set up a member employment service with a former company executive and wife coordinating the program. Retirees wishing to do part-time work or just want to keep occupied, list their names and wishes with the coordinators. These classifications cover baby sitters, indoor painting and decorating, help with catering dinners and parties, sewing, crocheting, yard and lawn work, companion services to invalids and convalescents, accounting and tax service, auto polishing, saw and knife sharpening, picture framing, tailoring, simple home repairs, lawn ornaments and bird houses, flower planting and potted plants.

The coordinators advertise the services through the company publications and bulletin boards, plus the Golden Emblem Club who always receive priority on the services offered. The recreation director works closely with the club and the coordinators in promoting the service and encouraging more retirees to take part in the program.

TENNIS  
TRADE

A new publication that covers the tennis field may be obtained on a subscription basis of \$10.00 per year. Write Tennis Trade, 3000 France Avenue, South, Minneapolis, Minn. 55416. This is an excellent publication for the recreation staff to review and keep up to date on the most popular sport of today. A very enlightening story regarding bubble buildings for tennis or other sports appeared in their February 1973 issue. Recreation directors considering the air bubble structure should read this article. Most informative.

INTEREST  
GROWS

There is a noted interest in saddle horses throughout the USA. The horse population increased from three million to seven million from 1960 to 1970. It is expected to reach 11 million by 1977. Western saddle horses comprise about 75% of the growing market. There is a high percentage of women purchasing horses. Riding clubs may be another excellent family type activity to offer your employees.

DANCE  
THEME

Consider these factors when planning a dance. Give the party a theme rather than publicizing merely a dance. The party touch is an added attraction. Themes like "School Daze Dance Party," "Surf & Turf Dinner Dance," "Paris in the Spring," and "A Breath of Spring Dance" are but a few themes that lend themselves to dressing up the event.

As important as the orchestra is the master of ceremonies who keeps the party dance alive and interesting. The orchestra selected must be able to please those attending. If there is a definite age level group attending, play the music to match the group. If the group appeals to all ages, the orchestra must be versatile in their dance selections. Never let the participants request numbers as a small group may dominate the floor and ruin the party for others. Keep the dance floor crowded, approximately 15 per cent of the average group will be dancing at any one time so figure your dance space accordingly. Keep the dance floor lighting low, and watch the temperature of the room. A name band is not always a smart move. It may only increase the price or contribute to a financial loss.

NEW  
IDEA

A midwest savings and loan association launched a Savers' Travel Club and attracted 40,000 members. For a minimum deposit of \$250.00 a saver could join the club. Members received a variety of services, such as free traveler's checks, free passport service, discounts on rental cars, group rates on travel, baggage insurance, baggage tags, free use of telephones, a headquarters with travel lounge and library.

**REDUCED  
RATES**

Upon payment of a one-time \$3.00 registration fee, anyone between the ages of 12 through 21 may obtain a United Air Lines 12-21 Club identification card which entitles him to purchase unlimited youth fare, standby travel tickets for 33-1/3 percent less than the regular coach fares. Twenty-eight air lines and 3,000 hotels are offering reduced rates to United 12-21 Club members. Applications and free 12-21 Club youth directories can be obtained at any United office, or by writing to United Air Lines, P. O. Box 3287, Burbank, California 91504.

**EVERYONE  
LIKES  
TO EAT**

One of the most popular educational and entertaining activities to offer is the Cook School, or Patio Chef's Secret Sessions - a demonstration of cooking, new ideas, ways to serve, popular recipes. Participants can submit their favorite recipes and prizes given for the best in their classification group. Afterwards, all recipes will be printed in a "Folks You Know Recipes" book. A charge to cover printing would be made. Some appliance dealers, gas and light companies, universities and public schools, food brokers and suppliers, and hotel chefs are contacts to make in working out the details for the event. Don't be surprised to find as many men as ladies in attendance.

**EXCELLENT  
PUBLICATIONS**

Low Prices - from Superintendent of Documents, Government Printing Offices, Washington, D.C. 20402

1. Outdoors U.S.A. Al:10:967 - \$2.75
2. National Forest Vacations - Al3.2V13/4/968 - \$.45
3. Trails for America - 166.2T68 - \$3.00
4. Camping - Al.68:502/2 - \$.20
5. Private Assistance in Outdoor Recreation - 166.2:D62/2/968  
\$.30

# 32nd NATIONAL NIRA CONFERENCE & EXHIBIT

(Cut Here)

**32nd NIRA NATIONAL CONFERENCE**

presents

**"Recreation's Role In Corporate Success"**

May 18-23, 1973

INDIANA CONVENTION CENTER • INDIANAPOLIS, INDIANA

- ☐ Check here if first time attending NIRA Conference  
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RETURN REGISTRATION FORM TO **NIRA**  
**20 N. WACKER DRIVE, CHICAGO, ILL 60606**

**ADVANCE REGISTRATION**

Registration includes meals, hospitality parties, educational sessions, day at the race track and bus trip to Cummins. Transportation to and from hotel and track included. Please preregister to avoid delays and assist our planning.

ARRIVAL DATE	DEPARTURE DATE
<input type="checkbox"/> Delegates \$ 75	<input type="checkbox"/> Associate Member \$135
<input type="checkbox"/> Delegates (non-member) \$ 85	(non-exhibitor)
<input type="checkbox"/> Wives \$ 60	<input type="checkbox"/> Extra Exhibitors per booth \$ 35
<input type="checkbox"/> Commercial \$200	(two free with purchase)
(non-exhibitor)	<input type="checkbox"/> Student \$ 10
	*meals extra

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(Print Representative's name and title)

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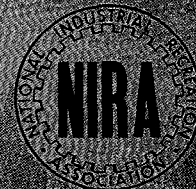
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☐ Check Enclosed ☐ Pay on Arrival

**Make checks payable to National Industrial Recreation Association**

# KEYNOTER



Published by the National Industrial Recreation Association,

20 N. Wacker Drive,

Chicago, Ill. 60606 Ph: AN-3-6697

September, 1973

Volume 3, No. 3

## PROGRAMMING RECREATION FOR INDUSTRY

The first rule of thumb is "something for everyone." The recreation director must shotgun rather than rifle in on programming. The intent is to involve people, reaching the greatest number through a varied and extensive program. To do this one must take a broad look at recreation and not get caught up in the layman's conception so often referred to as the "ball and bat complex."

One man's type of recreation can be another man's view of work or nonsense. The professional ball player certainly considers the games he plays as work and his recreation could very well be the reading of a book.

As an activity becomes more of a skill and a requirement of training, there is less mass participation. As one analyzes the programs to offer, take into consideration the things everyone can do, that most people can do, that a fair percentage can do, then what fewer folks enjoy.

Keep in mind the director's job is also one of education. More attention should be given to introducing employees to new activities and far less concentration on polishing the already polished perfect apple.

Championships may make news and do add incentives for the semi-pro recreator. They do create an interest in the competitive aspects, however, the drive for perfection may also discourage or eliminate a great number of potential prospects. We must always think about the beginners, the unskilled and those we should try to attract and introduce to a new activity. We should always strive to broaden the base of the recreation program by a greater variety of interests.

# DIFFERENCE IN RECREATION ADMINISTRATORS

Industrial, college and municipal recreation may seem one and the same to the layman. To the administrator there is a vast difference in the objectives of each program and how to reach the prospective participants. The industrial recreation director must have a personnel administration background in addition to general recreation and physical education. Most college courses for industrial recreation require additional hours of industrial personnel and human relations.

# DON'T LAUGH IF THEY SIT DOWN TO PLAY

In a study conducted for the American Music Conference, 12,815 people were selected at random from 74 metropolitan and rural areas. About 30% of the families had one or more members who play a musical instrument.

# SUMMERTIME TIPS

Summertime can be "learn to bowl time," followed by "improve your game sessions," and less active keep in shape "summer bowling league" for mixed teams. "Trap and skeet" for mixed teams is a popular summertime activity that also conditions the hunter for his fall and winter hunting trips.

Summertime can be a killer; if the winter has been one of hibernating and little activity, watch out for over-exhaustion on the golf course, at the lake, or keeping up with the conditioned guy and gal who played tennis all winter.

The summer sun can be friend or foe; there is no claim that a tan does anything for anyone -- only damage. Skin cancer, premature skin aging and rapid conditioning for freckles and wrinkles -- Hello Little Prune.

# PARTY IDEAS

If you are looking for party ideas, Paradise Products, Inc., P. O. Box 568, El Cerrito, CA 94530 has 27 different group party ideas listed in their 1973-74 catalog. They also supply all the decorative materials to go with each. Recreation directors will find the catalog very helpful, colorful and interesting.

# HERE ARE A FEW LINES YOU MAY FIND WORTH REPEATING

- \* A man rarely succeeds at anything unless he has fun doing it.
- \* The goal of criticism is to leave the person with the feeling that he's been helped.
- \* Giving credit for a job well done starts a credit department and builds a clientele for the recreation leader.
- \* You never get a second chance to make a good first impression.
- \* A company is known by the employees it keeps.
- \* A successful recreation director works from the weeds on shore and stays out of the main stream of attention and activity.



RECREATION  
SAFETY

Youth camp directors' safety guidebook published by the National Safety Council in Chicago is another must for the recreation reference library. The book is divided into four sections: Prior to camp; Accident prevention during camping season; Closing camp and Evaluation. The information covers such areas as staff training, maintenance, health services, programming safety activities, accident reporting and emergency planning. Price for this 58 page book is \$3.50.

EAST, SOUTH  
AND MID WEST  
ADVENTURE  
SPECIALS

There's a river tour with plenty of thrills and adventure in Pennsylvania. The Youghiogheny Wilderness Tour, Mill Run, Pennsylvania about 50 miles east of Pittsburgh near Uniontown with tours as low as \$10.00 per person. There's the Cheat Canyon expedition at Albright, West Virginia about 30 miles east of Fairmont. A stoney Creek spectacular at Johnston, Pennsylvania and a Canadian Wilderness Vacation at Pembroke, Ontario about 75 miles north west of Ottawa.

Pittsburgh Bell employees have enjoyed these specials. Dalton Brant, Recreation Director for Pittsburgh Bell, says we wouldn't miss scheduling annually a Laurel Highlands Tour down the Youghiogheny.

Consider this type activity and contact NIRA for sources of information on river tours.

## FISH FUN

Family fishing derby, one of the best family activities for the summer season. Select a lake, river or pond site. If a farmer's pond can be stocked or a park's lake used, it's even better; however, if purchasing fish to stock a pond is out of the question, just meeting on a river bank and providing the bait will do. A morning breakfast cookout of hot drinks, eggs and rolls start the derby day. A fish fry at noon with fish fillets, cooking oil, corn meal and flour furnished. Families bring their own fry pans, paper plates, etc. The committee sets up the grills and starts the fires.

Prizes are awarded in age groups -- little folks, teenagers, ma and pa and grandparents -- first fish caught, largest, smallest, rarest, and most caught. A discourse on safety -- baiting a hook -- casting a line -- water safety and the alarm call for help is discussed by the plant safety director and his committee. This committee is charged with all first aid and safety equipment and service required for the day.

DON'T DRINK  
THE WATER

Many people cling to the belief that water coming from a spring is best for health. This isn't true say water experts; tap water is far more likely to be safer and purer than spring water. What is overlooked is that nature is the worst polluter of water; many springs are anything but

pure. Check the source and have a test made of spring water before taking chances.

#### WELL WORTH TEN BUCKS

As a member of NIRA, you can sign up your outlying plants and offices for NIRA services for \$10.00 each. The services include RECREATION MANAGEMENT Magazine - Keynoter - Library - Research Information - Buyers Guide - Roster - Contest entries - Announcement of Seminars and Workshops and other special mailings offered members.

#### TEN TIPS FOR PARTY CHAIRMEN

1. Stage your party as if you were giving it in your home. The only difference should be in the number attending.
2. Schedule the time when each activity takes place.
3. Prepare the room or hall to accommodate the participants and maintain surveillance of extra needs - such as chairs, tables, water, settings, napkins, etc. Keep your weather-eye peeled on the room temperature.
4. Make sure coat room service is adequate.
5. Make sure exits, exhibit areas, reserved areas, restrooms and other facilities are marked and easily located.
6. Check the lighting and the public address system, not once, but three or four times before the party. Remember people's clothing absorb sound. Allow for the cushioning and up the volume. Tape the on-and-off button on the mike. Control it from another source. Assign someone to the P.A. system.
7. The most important factor of any party is the host and hostess, or master of ceremonies who grandstands the event and keeps it moving. Introductions, jokes, stories, announcements, chit-chat, and play acting.
8. Pay attention to little details like all candles lighted, name tags, food kept warm, congested areas and courteous service.
9. Have a main focal point of interest like a stage or platform - well decorated. The entrance is most important as it conditions the participants for the party.
10. Plan the party for the participants, not the committee. Consider age groups, sex, occupational status, educational levels, etc.

#### PROGRAMMER'S INFORMATION SOURCE

Everyday television projects new and old programs that with a slight variation can be staged with groups in industry. The give-away programs such as "Truth or Consequences" and others are not difficult to copy. The night TV shows of conversation can be duplicated using plant people as guests on the program.

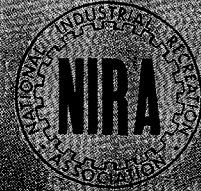
A travel and vacation hour can be planned along the lines of the travelog TV shows using your own people and their movies. A take off on the TV commercials can be hilarious. A mock wrestling match with grunts and groans can be staged with a little practice on the part of a few maintenance personnel. Then, there's TV features such as "Laugh In" that can be duplicated with a little more effort.

#### MARK YOUR CALENDAR

MAY 17-22, 1974 NIRA CONFERENCE, ROYAL COACH HOTEL,  
ATLANTA, GEORGIA



# KEYNOTER



Published by the National Industrial Recreation Association,

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October, 1973

Volume 3, No. 4

## INDUSTRIAL RECREATION AIDS COMMUNICATIONS

One of the most important factors contributing to a productive and contented work force is the opportunity to communicate with management. One way to establish a good communicative line is to create an environment that supports upward as well as downward communications.

There must be more opportunities for direct line communicating in addition to the military system of communications through the maze of command. An objective of industrial recreation is to establish free conversation, free access to superiors, and free expressions without fear, or briefly said, "Freedom of Communicating".

It is estimated the 90 to 95 percent of an organization's grapevine information is true, however, incomplete in details. Wouldn't it be smart to cultivate the employee recreation organization's grapevine--it will help to produce much sweeter grapes.

## MOBILE HOME LIVING INCREASES NEED FOR RECREATION FACILITIES

In 1970 there were an excess of one and a half million mobile homes in the U.S.A. The figure is expected to rise to three and a half million by 1976. This year, mobile homes will comprise 97% of all new homes constructed under \$15,000. Mobile home owners appreciate and need the recreation programs and facilities offered by industry.

Public recreation cannot keep up with the expanding population's recreational requirements. Many home owners of this class can't afford private club and commercial recreation facilities. Industries having programs and facilities can attract this labor market (a high percentage of newly married young folks).

### A THREE IN ONE PROGRAM PROMOTING EXERCISE, ANTIPOLLUTION, AND FUEL REDUCTION

A company in California is permitting employees to purchase bicycles on a payroll deduction plan and in addition, the company is giving a \$10 subsidy for each employee purchase.

### CAMPING IN THE NATIONAL PARK SYSTEM

A 25 page listing of campsites in 92 areas of the National Park System that gives information concerning facilities, limitations, and costs is available from the Superintendent of Documents, U. S. Government Printing Office, Washington D.C. 20402---50¢

### R. V.'s ARE DIFFERENT

There is a need for special driver training for the purchaser of a recreation vehicle. Understanding the vehicles, its limitations and regularities, are important. There are risks involved which are not present in ordinary passenger cars and they must be pointed out to the new owner. Because of their design, most recreational vehicles are potentially more susceptible to loss of control from environmental factors than are standard passenger cars. Special indoctrination courses may be offered potential owners of recreation vehicles.

### WHY DISCOUNTS?

The producer or merchant offering discounts on tickets or merchandise to your employee membership is getting many times more for his discount than any other form of advertising costs. Be sure the discount can be evaluated based upon your time, ad space, and cost of posting, printing, etc.

A discount offer promoted within your organization covers a captive audience. Each bulletin board has some dollar advertising value. A board exposed to one hundred people for a one-week period has a minimum ad value of twenty-five dollars, or five dollars a day. The plant newspapers have a per column ad rate depending upon the circulation. The price of person to person announcements over the p.a. or in meetings is most difficult to estimate, but to be sure, it is worth more than the printed word.

Next time you talk discounts, make sure you take in account the promotional benefits you are giving the merchant. It takes a lot of sales for a trifling 10% discount to come near the costs you have in promotion of an offer.

### ECONOMIC CRISIS

There has been hesitation on the part of everyone in the use of their family car for weekend and vacation trips. The gasoline shortage in some sections of the country and the uncertainty of rationing in other areas has taken its toll of family unit travel. If the situation becomes more acute, domestic group travel by plane and chartered buses will increase.

With food prices climbing, look for an increase in some travel packages, hotel banquet services, and catering companies serving you.

One recreation association held a membership raffle with pork and beef as the prizes. There was no problem selling the tickets, only a problem securing the prizes.

#### U.S. RESORT HOTEL BUSINESS BOOMING

Swimming and surfing attract 30,000,000 annually. Year around special weekend recreation programs offered by resort motels and hotels have tripled in a three-year span. The introduction of the long weekends, added holidays and the shorter work week contribute to the boom. Industrial recreation programs offering group rate advantages at resort areas within a 300 mile radius have proved popular.

Remember, the federal government observes four Monday holidays in addition to Labor Day; the majority of industry observes eight holidays and recognizes Mondays or Fridays as a day off if the holiday falls on Saturday or Sunday.

#### SOME QUOTES TO PONDER

Offer a free soup line program and receive a bum reception.

Keep selling, not telling. ----

Avoid epidemic thinking--do your thing, but know why you are doing it. ----

10% of your thinking may be creative with 5% practical; 3% of what's left questionable, so that leaves 2% that must be ridiculous

#### BARGAIN BASEMENT RECREATION PROGRAMS LACK QUALITY

The industrial recreation program must have quality too; the younger generation prizes its free time, it is willing to pay a higher premium for a better program. They want to pursue their activities, but do not want to buy bargain basement programs.

Industry often faces a limitation because of the availability to good recreation facilities. Inadequate facilities can ruin a program and discourage activity expansion. Management so often think their people want everything for nothing and settle for a low quality recreation program to keep expenses low. The employee is willing and able to pay a portion, if not a greater portion, of the cost when the offer is one of quality, even contributing to the facility cost if necessary.

#### ACTIVITIES ON THE RISE

Tennis is still leading the sports field for growth in new participation; camping is estimated to be the forerunner in outdoor leisure activities; and as far as heavy equipment goes, campers, snowmobiles and boats had a record year's sale.

Educational and cultural activities are showing considerable increased participation and, "do it yourself" craft supplies are in great demand; and more employees are becoming interested in live theatre, concerts, and lectures.

There has been a slacking off of international travel; however, Portugal, Spain and Mexico seem to hold their own. Hawaii and Las Vegas

are the travel headliners and this market still remains excellent. Once our dollar becomes stabilized, we can expect foreign travel to become more popular again. Presently, Portugal and Spain are more frequently selected.

#### A NOVEMBER PARTY IDEA

The Thanksgiving season is one that can be amplified in our social activities. The season is an opportunity to stage an old-fashioned feather party--Bingo, can be the means to give away chickens, ducks, geese, and turkeys. Consolation prizes could be a dozen eggs.

Some programs have included the classic movies like "The Covered Wagon", "Yankee Doodle Dandy", and "Cheyenne Autumn". At the intermission, they featured the famous old country store night at the movies. Almost everyone wins some food products--the chickens and turkeys the top prizes.

#### TRY IT - THE MEMBERS WILL LIKE IT

How many times have you entertained and were in need of extra equipment? A loan service program to your members can be one of the finest benefits the organization can offer. Starting with such items as folding chairs, tables, urns, punch bowls, etc. The program can be expanded to loan recreational equipment such as horseshoes, bat and balls, car carriers, tents and boats. When a small fee is charged, more equipment can be purchased and stocked for loan.

#### PROGRAMS WE WOULD LIKE TO HEAR ABOUT

1. Discussion sessions covering "Where do I save or Invest My Money".
2. Workshop class in "Trimming and Pruning Trees and Bushes This Fall".
3. Cooking School "How to Eat For Less and Like It".
4. Sessions on "What's Wrong With My Bowling".
5. "Sportsarama", a two or three day run off of all sports championships and an awards banquet to follow.
6. "Hobby Fair", a combination of hobby show, flea market, art exhibit and auction.
7. "Appreciation Banquet" for the club members who have worked on programs without getting credit or praise, hosted by the officers of the association.

#### TOYS FOR CHILDREN

The National Safety Council published a chart titled "Toys May Be Hazardous, Choose Wisely". It is one of the finest helps in purchasing Christmas presents for children we have ever seen. It tells one what to look for and suggestions as to likes and dislikes of children 1 to 12 years of age. Write the National Safety Council, Chicago, Illinois.

MARK YOUR CALENDAR NOW!  
NIRA 33rd National Conference and Exhibit  
Atlanta, Georgia May 17-22, 1974  
Royal Coach Motor Hotel



# key notes

A NEWSLETTER OF THE NATIONAL INDUSTRIAL RECREATION ASSOCIATION

Edited by Mel C. Byers, CIRA, Owens-Illinois, Inc., P.O. Box 1035, Toledo, Ohio 43601

Key Notes is designed to bring you brief notes about the latest in programming and administration in the employee services field.

Volume 3

December, 1973

Number 5

## CHRISTMAS AROUND THE WORLD

Ethnic groups and ethnic personnel can help you stage one of the most delightful social events of the year incorporating programs demonstrating how Christmas is celebrated in other lands. Each group can prepare a Christmas food speciality to be served in smorgasboard fashion and entertainment and music can be used to compliment the theme.

## SUPPLY SHORTAGES

Recreation directors anticipating equipment and supply needs for next year might be wise to place their orders now. There is a two-phase problem; one, increased costs of labor and raw materials with no assurance of either becoming stable, and two, some manufacturers are worried about the supply of components required to do their manufacturing. We can only foresee higher prices and slower deliveries in the future. You might be smart to begin reviewing your budget now, taking these facts into consideration.

## WINTER FUN

For outdoor winter recreation - snowmobiling leads the field. Resort areas fortunate enough to have ample snowfall are in an ideal situation to pack their facilities with snowmobile enthusiasts - providing there are well-maintained snowmobile trails in the vicinity. An example is Clark County, Wisconsin, where the Parks and Forest Division in cooperation with local resort owners, carved out 61 miles of trails. Now, they are adding more miles of trails every year to meet the growing demand. Snowmobile racing is becoming also a great spectator sport.

## A QUOTE

"A good administrator is one who takes a little more than his share of the blame and a little less than his share of the credit."

## RECREATION CAN BE CLASSIFIED INTO THREE PHASES:

1. Socializing (communicating) entertaining parties, meeting people.
2. Passive (observing) TV - shows - sports - movies, also such activities as playing cards and collecting stamps.
3. Active (participating) sports, hunting and fishing, boating, camping, travel, sightseeing, performing in the theatre, master of ceremony roles, and related activity.

## THE KIDS HAVE IT

Jim Devere, President of the Devere Co., San Pedro, California, speaking before the National Association of Sporting Goods Wholesalers, said, "Tomorrow's parents will have more wealth, more education, and they'll be opting for a different lifestyle than their parents. They will have been brought up to know how to enjoy leisure. They'll work shorter hours. More education will result in greater exposure to many leisure-time activities on college campuses. By the late 1980's there will be twice as many recreational goods produced and sold". We feel Mr. Devere's statement regarding the "how to enjoy leisure" is a tip to recreation administrators for educational aspects of industrial recreation planning.

## FOR YOUR REFERENCE LIBRARY

Interesting additions to your recreation library include Easy-to-do Entertainment and Diversions with Coins, Cards, String, Paper and Matches, by R. M. Abraham, Dover Publications, Inc., 180 Varick Street, New York, New York 10014.

Two excellent publications for the administrator are: "Creative Administration in Recreation and Parks" - Cross & Curtis authors, C. V. Mosby Company, editors, and "Problem Solving in Recreation and Parks" - Jas. Bannon, author, Prentice Hall, Inc. Englewood, N. J., publisher.

The following Superintendent of Documents publications should also be of interest to recreation administrators.

14U - 1965 Nationwide Inventory of Publicly Owned Recreation Areas and An Assessment of Private Recreation Enterprises.  
Order S/N 2416-0048 - \$2.

15U - Private Assistance in Outdoor Recreation, a directory of organizations providing aid to individuals and public groups.  
Order S/N 2416-00004 - 45 cents.

16U - Developing America's Outdoor Recreation Opportunities Campgrounds.  
Order S/N 2416-00050 - 20 cents.

17U - Coordination of Federal Outdoor Recreation Assistance Programs.  
Order S/N 2416-00001 - 30 cents.

## SNOW BALLING SNOWMOBILES

Snowmobile sales passed the 500,000 figure last year and 1974 looks like another banner year as improved and increased power of the new models attract the racing crowd. Some safety improvements have been made on most '74



models, but there is room for improvement plus more safety legislation in the operation of snowmobiles. Snowmobiling is becoming extremely popular with the outdoor sportsman and a variety of programming is possible in the areas of racing, trails for exploration, lessons in proper operation and snowmobile parties.

#### GIVE THE FISH A BREAK!

Recreation lakes and ponds can be turned into better fishing grounds if the area is developed. Old automobile tires make excellent homes for many forms of marine life. Placed in one corner of a lake or pond, tires will provide the shelter and protection marine life needs to propagate.

#### CAN WE HEAR FROM YOU?

We would like to see a new entertaining and educational program - "How to Entertain at Home" - offered to employees. A series of things to do, snacks and foods to serve; drinks and how to serve them; decorating tips for each occasion; meeting the guests and ice breakers to get acquainted; making use of stereo and recordings; selecting games to play; playing the role of host or hostess, all could be part of such a program series.

#### A GUIDE FOR PERSONNEL ADMINISTRATORS

Available from Mel Byers, Owens-Illinois, Inc., Toledo, Ohio. "Effective Living During the Middle Ages 40 - 55". Here is a copy of an outline covering the following by Dr. Harry D. Edgren. Reproductions by Mel Byers will be available in the near future.

1. Recognition as an individual
2. A sense of achievement
3. Enjoyment of normal companionship
4. Occupation of much expanded free time in more satisfactory ways
5. Rendering some socially useful service
6. Freedom to slow down in work or activities
7. Suitable mental stimulation
8. Wholesome family relationships
9. Suitable living arrangements
10. Health protection and care
11. Spiritual satisfaction
12. Opportunity for self-expression

#### COLLECTORS' BONANZA

Medals of the United States mint can be purchased. Over 200 historic bronze medals listings are available from Superintendent of Documents - Public Documents Distribution Center - 5801 Tabor Avenue - Philadelphia, Pa. 19120.

#### QUOTABLE

"For every winner, there is a loser -- for every loser, an alibi could be given, and for every alibi, one must search for the truth."

#### TELL US YOUR AGE

There has been a 34% increase in the population in the 20 - 35 age bracket. What does this mean to you? You may discover in your business environment that this age bracket is not the dominant group. The elderly is another

rising group. Do you have any Spanish-speaking population? Middle class Blacks? There is an opportunity for the recreation leader to offer more and extensive programs to meet the needs of these types of groups. Survey your people. What are the needs and interests of personnel living in apartments (and this group is on the rise) versus homes? What is the average educational level of your people? This plays an important role in programming. How many have families? How many are single? How many are in a low, medium and high salary range? All these factors can relate to the planning processes of recreation and its eventual success.

#### A WORD TO THE WISE

"Profits need to be put in the proper prospective. While it is necessary for the workings of business, it provides, in itself, a most uninspiring goal for business and its employees: and if it is allowed to take over as the one aim of business, it could destroy the free enterprise system" - John Adams, Jr. (The Wealth of A Nation).

#### DISCUSSION AND LECTURE TOPICS TO OFFER

- How to protect your heirs
- Consumer reports
- Taking pictures for fun and recall
- Making a good movie
- Investing in stocks, bonds, insurance
- Gun laws, controls, and safety
- Homemade wines
- How to shop for groceries and meats
- Low cost vacationing
- How to buy or sell your automobile
- Protecting your home against fire and theft
- Keep in shape or bust your britches
- What the kids think about you
- The chances of winning are 3,000 to 1

#### BICYCLE BUYING

The fad has been to buy five to ten-speed bikes; five million people bought them last year. The standard, one to three-speeds, is a lot less expensive to purchase and to maintain, plus offers a little more exercise - the reason many buy these in the first place. Construction of high speed bikes requires frequent tune-ups and most owners must have it done for them at charges ranging from \$8 to \$9 per hour.

#### DID YOU KNOW THAT?

Only a few jobs require ability alone -- loyalty, sincerity, enthusiasm, cooperation, and friendliness are also requisites.

MARK YOUR CALENDAR NOW!  
NIRA 33rd National Conference and Exhibit  
Atlanta, Georgia May 17-22, 1974  
Royal Coach Motor Hotel